

## **ABSTRACT OF DISCLOSURE**

[020] The present invention is a targeted marketing sun visor for a vehicle windshield. Generally, the targeted marketing sun visor comprises a pliable body having an interior side and an exterior side, the interior side having a plurality of information components directed to a targeted group. It is preferred that the information components include, but are not limited to, advertisements, maps, an index of advertisers, and a tracking device for incentive identification. The exterior side of the targeted marketing sun visor can contain artwork. It is preferred that the artwork be directed to the targeted group.